

Carrollwood Players Theatre

Board of Trustees Meeting Minutes

4333 Gunn Highway, Tampa FL 33618

by Zoom

January 25, 2022

Board Members Present: Christine Smith, Pam Senk, Judith Sachs, Zach Griswold. Gabriela Guerrero

Board Members Absent: Victoria Goins

Staff Present: David Fraga, Jim Russell

Guests Present: None

- I. The meeting was called to order at 7:08pm by president Christine Smith.**
- II. The agenda was accepted.**
- III. The minutes of the last meeting were accepted.**

- IV. Reports**
 - a. President** - Thanked everyone for work during the year end and the success of the theatre during these challenging times. She mentioned that she will be doing the mid-year evaluation with Jim Russell in February. She will also work on David's mid-year evaluation with Pam Senk.
 - b. Vice President** - Will be revising the strategic plan; the board seemed in agreement that it should focus on short- and long-term goals..
 - c. Secretary - Judith Sachs** - will help Jim put together/update CWP's master documents file in Google
 - d. Treasurer - Pam Senk** -gave an overview of financial picture in donations, show income, attendance and end of day income; congratulated all on the success of the end of year challenge which raised on the order of \$34,0000.; CWP currently has\$16,000 in our checking account and is expecting the Hillsborough Arts Council grant to arrive shortly.. Ticket sales for Christmas Carol were terrific and Wedding Secrets came through toward the end.
 - e. Managing Director - Jim Russell**
 - Good article in local publication.
 - Marketing has gone well in spite of the Omicron variant; Wedding Secrets cast marketed heavily and in general, the show did well.
 - Discussed the fact that during Covid there are a higher percentage of No-shows.
 - The directors and shows are coming along well.
 - Hiring the **Production Manager** job is a top priority. Deadline is Feb 5.
 - Volunteer producers are helping get through this time
 - Thanks to Christine and Chuck, we have new seat cushions for the Black Box..
 - f. Manager, Production and Finance - David Fraga**

Finance Summary: Reports attached. Will be submitting annual report in February. Numbers look good. Did the reports for the state and the 1099s. The annual report to the state is about to be done.

IRS issue: David continues to work with the IRS to have the penalty waived; we got another nine-week extension.

David's contract: As of Jan 22, 2022 David became Manager of Finance and will continue in that position.

Links to Reports:

g. Artistic Council Chair - Zach Griswold: AC met in January; getting up to date on survey responses, Director selection cannot occur until we have the rights so we can't publicize for directors, March 15 is normal date; should not be too far behind (Jim will work on this and doesn't foresee a problem), Hippie is working to use survey information more efficiently to use in planning. Pam inquired about projections from show selection; Jim will make sure that we have in writing that the Black Box authors will not be charging.

h. Marketing and Fundraising: GG will meet with Jim and Christine to discuss marketing and fundraising following the October meeting on that topic.

V. Old Business

- a. **Fundraising** - Christine reported that she and Jim are proposing a new fundraiser to be held (preferably) on Opening Night of each mainstage performance. A description of the Red Carpet Reception concept is attached. It will begin with Mattress on March 1. The Board supported (Update: Pam Senk has offered to be the host for Mattress and David has offered to provide refreshments for another reception). [Link to concept paper](#)
- b. **Independent Contractors/W2 Employees** - David's new contract is in process; Jim's will be ready for FY23.
- c. **Update of Mask Policy for Performers** - Current policy is that vaccinated performers will have the option to perform on-stage only without a mask. The board approved a motion to extend to Jim the power to alter the policy at his discretion mask policy extend until next board. Passed unanimously.

VI. New Business

- a. Theater clean-up renewal; All agreed that CWP facilities need to be addressed. Jim and Christine will put together a plan including front and back stage, lobby, storage units, Green room and windows. Per Hippie, the stage needs to be sanded when there is a break between stage sets. GG asked: Can we have banners or window wraps that advertise the shows

- b. Board development - Board development is essential to maintain and grow our board. We need eed to have another information session and look for the needed specialty areas, and goal-oriented individuals. WE NEED TO FIND MORE VOLUNTEERS.
- c. Ken Grace has declined. Looking for defined specialties; action and goal-oriented.

VII. Adjournment -

Judith moved to adjourn the meeting. Pam seconded the motion. The motion passed unanimously. The meeting was adjourned at 8:43 pm.

VIII. Next Meeting

The next meeting will be on March 22 at 7 pm in person..